

THE MODERN PICTURE.

The Figure it Cuts in the Successful Weekly Paper.

The Chicago "Saturday Blade" and the Chicago "Ledger," What They Print and How Work and Brains Count.

If there is any thing on earth into which the element of "luck" does not enter, it is the handling of a great newspaper.

People may well be called "lucky" when they discover a gold mine, or when they detect a 230 gait in a twenty-dollar coat, but "luck" mentioned in connection with journals like The Chicago Saturday Blade and The Chicago Ledger simply means work and the intelligent exercise of a broad understanding of what people want to read.

All the great weekly journals of the day can be counted on the fingers of one hand. Indeed, aside from The Chicago Ledger and The Chicago Saturday Blade, it is very doubtful if three great weekly papers can be found in the country having 100,000 circulation weekly.

These papers are great because they represent the age in which we live, and because there are no two states in the union which have as many voters as these papers have readers. Just figure this out, and see how many different people must be pleased in order to accomplish this result. This is not "luck"—it is genius. The Chicago Saturday Blade alone has 225,000 circulation weekly.

The Chicago Saturday Blade is a newspaper and a literary paper combined. Those features of the week's news which stand out prominently above the great mass of matter collected by newsgatherers, are always printed in full and elaborately illustrated.

There is not a line in the Saturday Blade that is not readable. There is not a dull line in it. It is a paper to read in the office, the store, on the train, or at the evening fireside. Its illustrations cost more every week than the entire expenses of its alleged rivals. The illustrations are always the very best from an artistic point of view, and really constitute a pictorial history of the times.

The Chicago Ledger is most emphatically the leading family paper of the country. Among the world-famous writers who contribute to its columns may be mentioned Ella Wheeler Wilcox, Stanley Waterloo, William Wallace Cook, Sara B. Rose, Arthur C. Grissom, Wm. B. Chisholm, Wm. H. S. Atkinson, R. L. Ketchum, Robert Y. Toombs, Elliott Flower, Leroy Armstrong, Austyn Granville, Emma Howard Wright, and scores of others.

The Ledger stories are not the old class serials with just so many desperate deeds to every ounce of ink. They deal with the life we see around us. Many of its serial stories are written expressly for the Ledger, and deal with leading social and economic problems. Fiction is generally admitted to be one of the greatest agents of modern progress. The Ledger writers are now telling from week to week of the lives and trials of the oppressed of all classes. But the stories are bright, well-written and intensely interesting, notwithstanding the fact that they are tinged with the events, ambitions and privations of today.

No impure thought or expression finds its way into the columns of the Ledger. It is a paper for the home. "The Home" and "Youths" departments are prominent features, and the departments of fashion is superior to any other printed. There are items about writers, about odd happenings, about prominent people, and wise sayings and humorous paragraphs are plentifully scattered through its columns. Each week the portrait of some distinguished author is given, and each week the ablest writers of the day contribute to its columns bright, concise and instructive essays on current topics. No one can afford to leave the Ledger out of the list of papers to be read in 1892. The Ledger has a weekly circulation of 125,000 copies.

Where the Blade and Ledger cannot be procured of newsmen or special agents, subscriptions may be sent directly to the publisher, 116 and 118 Dearborn St., Chicago, Ill. The price of each is five cents per copy, or \$2 a year. They are the largest papers of their class printed for the price in the world. You should not fail to send for sample copies which are always mailed free upon application.

WITTY AND OTHERWISE.

Over head.—The shepherd—Baltimore American.

A writ of attachment.—The love letter.—Washington Star.

As the cook said to the dough. This is my hour of knead.—Boston Journal.

The Pullman car porter will soon be looking for winter quarters.—Elmira Gazette.

"You're a dead loss to yourself" is the latest sarcasm way of telling a man he is no good.—Philadelphia Record.

Flapper.—"It is now a bad thing for a turkey to grow plump and fat." Flapper.—Yes, his head is soon turned.—Epoch.

It does no good to argue with a fool. If you tell him a great truth he does not know it.

"The light that failed" is the title of the only match a man had that went out before he could light the gas.—Lowell Courier.

Every man who does not labor and lay up a fortune may cause absolute suffering to his daughter's future husband.—Elmira Gazette.

Corporal (at the inspection).—That fellow looks as plump and fat as if all the cooks in the town had fallen in love with him.—Grenzpost.

The difference between an editor and his wife is that his wife sets things to rights while he writes things to set.—Yonkers Statesman.

Ethel.—George said last night that there wasn't a girl in town with a complexion like mine.—Maud.—The mean thing.—Brooklyn Life.

An "electric" oyster stew is being advertised. They give you a shocking stew at many places which make no boast of electricity.—Boston Post.

Dulgate (proudly).—Every one laughed when I told that funny story at the table.—Miss Brighteye.—Yes, it was real mean of them to laugh at you.—Good News.

What's the difference between a prohibitionist and an old toper?—Why, the latter is full of drams and the former of scruples.—Kate Field's Washington.

When the short young man wants to kiss the tall woman she may not have to stoop to conquer; but if she likes him she is apt to stoop to concur.—Somerville Journal.

The blackest man in Glynn Co., Ga., is named White, the whitest man is named Brown, the tallest man is named Lowe and the largest man is named Rebooth Herald.

"Reginald," she said, "I would like to ask you one very serious question." "What is it my dear?" he replied. "Would you object to marry mamma if I refused you?"—Puck.

First Citizen.—The editor was "half shot" last night. Second Citizen.—"Well, wasn't any use wasting a whole load on him. Powder and shot come high."—Atlanta Constitution.

"Bink" conscience is a pretty unsteady affair," said one young man about town to another. "Yes, was the reply: "It seems to have a load on it most of the time."—Washington Star.

"So you gave your sister a beautiful birthday present, did you, Tommy?" "Yes; I always give Susie a present on her birthday, 'cause nine comes a week after hers."—Yankee Blade.

A Transitory Sacrifice.—Penneyer.—"Merritt gave up drinking, smoking and gambling for that girl of his." "Prettily."—Only for a time, though. He's going to marry her next month."—Epoch.

"I expect to figure a good deal in Washington this year," remarked the man with the large forehead. "Indeed?" said the other. "Yes, I am a professor of mathematics."—Kate Field's Washington.

He.—"I say, what would you do if a fellow said he would take a kiss without your permission?" She.—"I should refuse it, of course." He.—"What, the kiss?" She.—"Oh, no—the permission."—Comic.

Conductor.—"We have missed the connection and you will have to wait at this station six hours." Old lady (who is a little nervous on the railroad).—"Well I'm safe for six hours anyway."—New York Weekly.

Another burglary, which must have been a stranger in these diggings broke into our room last night, but all we got out of him was seventy-five cents. Some of these burglars ain't worth robbing.—Epoch.

Just the same.—Mrs. Bingo—"I was getting off the car today when my gown came near being caught." Bingo.—"Was it caught?" Mrs. Bingo.—"Not exactly; but I guess I shall have to have a new one."—Judge.

When he saw the enemy coming he turned and ran. I call that cowardice." "Not at all. He remembered that the earth is round, and he intended to run around and attack the enemy from the rear."—Harper's Bazar.

"I'm sorry you don't like the new nurse," she said to her husband. "She is good about singing to baby and keeping him quiet." "Yes," was the reply, "that's just it; I'd rather hear the baby cry."—Washington Star.

Relative.—"Well, I sincerely hope you will be happy with him, Mandy. Is he a steady young man?" Miss Mandy.—"Steady?" My goodness! Aunt Judy, he's been coming to see me for more than eleven years."—Chicago Tribune.

The Economical Wife.—"I don't think I shall get a new bonnet this month, but I shall have my old one trimmed over." Husband.—"Bless you my dear." Wife.—"Don't bless me. Give me \$25 for trimming."—Cloak Review.

Dear for the Whistle.—Wool—"I understand that the Whistle paid very dear for his whistle." Van Pelt.—"How is that?" Wool.—"His prospective father-in-law told a pretty tall story and Blossom whistled."—New York Herald.

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Stands at the head of all blood medicines. This position it has secured by the opinion of leading physicians, and by the certificates of thousands who have successfully tested its remedial worth. No other medicine so effectually

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"Two years ago I was troubled with salt-rheum. It was all over my body, and the doctors did for me was of any avail. At last I took four bottles of Ayer's Sarsaparilla, and was completely cured. I can sincerely recommend it as a splendid blood-purifier."—J. S. Burt, Upper Keswick, New Brunswick.

"My sister was afflicted with a severe case of

SCROFULA

Our doctor recommended Ayer's Sarsaparilla as being the best blood-purifier within his experience. We gave her this medicine, and a complete cure was the result."—Wm. O. Jenkins, Dewese, Neb.

"When a boy I was troubled with a blood disease which manifested itself in sores on the legs. Ayer's Sarsaparilla being recommended, I took a number of bottles, and was cured. I have never since that time had a recurrence of the complaint."—J. C. Thompson, Lowell, Mass.

"I was cured of Serofula by the use of Ayer's Sarsaparilla."—John C. Berry, Deerfield, Mo.

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The fastest time ever made by a railroad train between New York and Washington was accomplished on the 1st inst., by a special train over the Pennsylvania railroad. The special train was composed of a Pullman combination dining-car, a parlor car and an observation car. The weight of the three cars aggregated 250,000 pounds, while the locomotive weighed, with its complement of coal and water, 153,000 pounds. The train left New York at 2:49 p. m., and stopped in the station in this city at 7 p. m. Engines were changed at Gray's Ferry, consuming five minutes, and a stop at Baltimore took up six more. Deducting the eleven minutes lost, the actual running time was four hours, or 240 minutes for 228 miles, thus being an average of fifty-seven miles per hour. Some very fast bursts of speed were made on various parts of the line, reaching in many instances the extraordinary rate of seventy-five miles per hour.



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